



Semi-Permanent Display Program
August 1994
Revised

■ **Dates: August through December 1994**

■ **Program**

1. Placement and ongoing display of 50 carton display:
 - > 25 cartons assorted DORAL Brand Styles
 - > 25 cartons assorted WINSTON Select Brand Styles
2. Display features pre-couponed DORAL (\$ 2.00/carton)
WINSTON Select (\$ 2.50/carton)
3. All product pre-couponed at Montgomery Warehouse for shipment to stores.

■ **Program Payment Structure**

Basic Display \$ 40 per month per store

Sales Incentive \$.50 per carton on all cartons shipped to stores each month during the program. Payment made to New York and Northern Regions based on computer data. Sales Incentive allowance applies to initial distributions.

① PAY FOR AUGUST
② ~~PAID FOR~~ BONUS
1 EXTRA MONTH
6-4

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**Semi-Permanent Display Program
Potential Monies**

New York Region (100 stores)

Program Payment	\$ 24,000
Sales Incentive	
Distribution	\$ 2,500
Estimated Volume (5 months)	\$ 3,000

\$ 29,500

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